



L I O N H E A R T

April 10, 2019

Urban Renewal Board  
301 W. 2nd Street  
Austin, Texas 78701

Dear Chairman Babb and Board Members:

I am an East Austin business owner with over 20 years of experience in community planning, urban design, engagement and facilitation, and landscape architecture. My work has taken me to culturally rich communities across the nation that have faced affordability and cultural preservation challenges similar to East Austin such as Midtown, 3rd and 4th Wards in Houston and Treme in New Orleans. I am happy to be collaborating with my neighbors in my own community now!

Recently, I was retained by Eureka as the team leader to develop a vision for their East Austin properties and to develop a strategy for implementation for that vision. Each member of our team is new to the project and an experienced professional.

In addition to working in East Austin, I live in East Austin. I am dedicated to developing a plan that is in line with Eureka's vision to be authentic to our community and world class.

Our project will draw from the past and present spirit, culture, form and feel of East Austin's neighborhoods and people to ensure that our influence continues to radiate from the heart of our community out into the city and beyond.

Please let me know if you have any questions. I welcome the chance to meet any time and will stay in touch as our planning proceeds.

Sincerely,

J. Rebecca Leonard, FAICP, PLA, CNU-A, LEED AP  
Lionheart Places LLC